WE CLAIM:

1. A method for providing customized derivative securities, comprising:

receiving from an investor data regarding a desired risk-return values and selection of at least one issuer of traded securities;

structuring a customized security having at least one of said desired risk-return value and comprising a derivative security having at least one component related to said traded securities of said issuer and at least one other component;

pricing said customized security according to current market prices for said components; and

offering said customized security to said investor.

2. A method as specified in claim 1 wherein said component related to traded securities comprises a component selected from the group comprising a long share component, a short share component, a long put option, a short put option, a long call option and a short call option.

3. A method as specified in claim 2 wherein said at least other component comprises a loan or a bond

4. A method as specified in claim 1 further comprising receiving an acceptance for said customized security from said investor and covering the position by

trading said components in amounts corresponding to their inclusion in said customized derivative security.

5. A method as specified in claim 1 wherein said structuring includes selecting relative amounts of said components of said customized securities to achieve one of said risk-return values specified by said investor.

6. A method as specified in claim 5 wherein said risk return values are normalized to selected standard risk-return values.